THURSDAY, MAY 9

6:00 – 8:00 p.m.  Welcome Reception - **Sponsored by The Carlsberg Group**

The Study at Yale | 1157 Chapel Street, New Haven

FRIDAY, MAY 10

8:00–8:30 a.m.  Continental Breakfast - Ligon Lamsam Student Commons

8:30–8:40 a.m.  Opening Remarks

Jon Iwata  Executive-in-Residence, Yale School of Management

Ravi Dhar  Director of the Yale Center for Customer Insights

**Session 1: Using Innovative Technology to Connect with Consumers**

8:40 – 9:15 a.m.  Using Revolutionizing Technology to Connect with Consumers across Platforms

Will Platt-Higgins  VP of Global Client Partnerships, Facebook

9:20 – 9:45 a.m.  Interpretable Artificial Intelligence: Does it Work as Advertised?

Dan Goldstein  Principal Researcher, Microsoft Research

9:50 – 10:15 a.m.  Break - Ligon-Lamsam Student Commons

**Session 2: Elevating the Role of Consumer Insights**

10:20 – 11:20 a.m.  Perspectives from the World of Insights

Laurence Bucher  Global VP of Consumer & Market Insights, Mars-Wrigley Confectionary

Stan Sthanunathan  EVP of Consumer & Market Insights, Unilever

Ewa Witkowska  VP of Insights & Analytics, PepsiCo

Moderator: Beth Storz  President, Ideas To Go

11:25 – 11:55 a.m.  Exploring the Frontiers of Insights Tools and Practices

Radha Subramanyam  Chief Research & Analytics Officer, CBS Television

12:00 – 1:20 p.m.  Lunch - Evans Hall Courtyard
AGENDA (continued)

Session 3: Strategic Marketing: Perspectives from Leading CMOs

1:20 – 1:55 p.m. The Art and Science of AMC’s Television Marketing from Mad Men to the Walking Dead
Linda Schupack  President of Marketing, AMC Network

2:00 – 3:00 p.m. Challenges Facing CMOs in Today’s Age of Digital Marketing
Seth Farbman  former Chief Marketing Officer, Spotify
Jon Iwata  former SVP of Communications & Chief Brand Officer, IBM
David Rubin  Chief Marketing Officer, The New York Times

3:05 – 3:30 p.m. Break - Ligon-Lamsam Student Commons

Session 4: The Impact of Behavioral Science in Today’s Marketing Landscape

3:35 – 4:00 p.m. Motivated System 2 Reasoning: Dynamics, Implications, Questions
Dan Kahan  Professor, Yale Law School

4:05 – 4:40 p.m. The Optimization of Consumer Understanding
Ari Sheinkin  Vice President, Global Marketing Analytics & Media, IBM

4:45 – 5:10 p.m. Can Morals Move Markets? How Morality Shapes the Value of Rewards & Influences Behavior
Molly Crockett  Assistant Professor of Psychology, Yale University

5:10 – 5:15 p.m. Closing Remarks & Session Adjourns

5:15 – 7:00 p.m. Reception - Sponsored by Stories Company
The Forum (Evans Hall 1st Floor)

SATURDAY, MAY 11

8:30 – 8:55 a.m. Continental Breakfast - Class of 1980 Classroom 2400 (Evans Hall 2nd Floor)

Session 5: Insights on the Factors that Influence Consumer Behavior

9:00 – 9:25 a.m. Using Budgets to Improve Consumer Financial Decision Making
Anastasiya Pocheptsova Ghosh  Assistant Professor, University of Arizona

9:30 – 9:55 a.m. Search and Purchase: Retargeting Based on Consumer Online Behaviors
Tat Chan  Professor of Marketing, Washington University in St. Louis
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>10:00 – 10:25 a.m.</td>
<td>Importance of Price Beliefs in Consumer Search</td>
<td>Pranav Jindal</td>
<td>Assistant Professor, University of North Carolina - Chapel Hill</td>
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<td>10:30 – 10:55 a.m.</td>
<td>The Positivity Problem: Using Mass-Scale Emotionality to Predict Marketplace Success</td>
<td>Matthew Rocklage</td>
<td>Assistant Professor, Northeastern University</td>
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<td>10:55 – 11:20 a.m.</td>
<td>Break</td>
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<td>2400 Classroom (2nd Floor)</td>
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<td><strong>Session 6:</strong> Using Data to Better Understand the Consumer-Brand Relationship</td>
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<td>11:25 – 11:50 a.m.</td>
<td>The Make-up of Brand Character: What Dimensions Affect Brand Success?</td>
<td>Michel Tuan Pham</td>
<td>Professor of Business, Columbia Business School</td>
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<td>11:55 – 12:20 p.m.</td>
<td>How Information Asymmetry in Crowdfunding Markets Affects Entrepreneurs’ Decisions</td>
<td>Jian Ni</td>
<td>Associate Professor, Johns Hopkins University</td>
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<td>12:25 – 12:50 p.m.</td>
<td>The Dynamics of Musical Success: Using Data to Predict Musical Preference</td>
<td>Khaled Boughanmi</td>
<td>Assistant Professor, Cornell University</td>
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<td>12:55 – 1:20 p.m.</td>
<td>Conference Adjourns and Boxed Lunch</td>
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